

Application No.10/700,259
Amendment dated 10 January 2006
Reply to Office action of 10 November 2005

Amendments to the Claims:

The listing of claims will replace all prior versions, and listings of claims in the application.

Listing of Claims:

Claim 1(currently amended): A foldable stand for displaying merchandise, comprising
a vertical planar board foldable along a plurality of horizontal fold lines to a collapsed
condition,

two mutually parallel vertical elongated easel panels located at a rear surface of said
vertical planar board along two vertical joint lines therein and being operative to support said
vertical planar board to rest in a substantially upright manner on a supporting surface, said easel
panels being foldable along said joint lines to lie in a flat condition juxtaposed to said rear
surface of said vertical planar board and then foldable along said horizontal fold lines together
with vertical planar board,

a stabilizing supporting base located at a bottom front surface portion of said vertical
planar board, said supporting base having two side panels extending outward from said front
surface portion of said vertical planar board wherein each side panel has a vertical middle fold
line, and said side panels being foldable along said vertical middle fold line to a collapsed
condition,

elastic cord means connected to between said side panels of said supporting base and

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being in an elastic tension when said side panels of said supporting base are folded in said collapsed condition.

Claim 2(currently amended): A foldable stand according to Claim 1 wherein said elastic cord means includes a first elastic cord member connected between one of said side panels of said supporting base and said vertical planar board, and a second elastic cord member connected between the other one of said side panels of said supporting base and said vertical planar board, said first elastic cord member and said second elastic cord member extending in a tension state when said side panels of said supporting base is in the folded and collapsed condition.

Claim 3(previously presented): A foldable stand according to Claim 1 including a plurality of rows of mounting openings formed in said vertical planar board, and adapted to receive merchandise mounting bars removably mounted to said vertical planar board in a cantilever manner.

Claim 4(currently amended): A foldable stand according to Claim 1 including a plurality of rows of vertical through slot openings formed in said vertical planar board, adapted to receive a plurality of merchandise display baskets removably mounted to said vertical planar board.

Claim 5(currently amended): A foldable stand according to Claim 4 wherein each of said baskets has two parallel generally L-shaped arms extending upwards and rearwardly from

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upper corners of two side walls therein.

Claim 6(currently amended): A foldable stand according to Claim 5 wherein said base has a triangular side cross sectional shape with a front rectangular panel sloping downwardly and forwardly to a bottom edge operative to rest on said supporting surface when said stand is in an erected condition.

Claim 7(currently amended): A foldable stand according to Claim 6 including a plurality of brace members pivotally mounted in a horizontal manner at said rear surface of said vertical planar board, a first plurality of first elastic cords mounted between said one of said elongated easel panels and one side of said brace members, and a second plurality of second elastic cords mounted between the other one of said elongated easel panels and a second side of said brace members, said first plurality of elastic cords and said plurality of elastic cords being in elastic tension when said easel panels are folded to lie juxtaposed to said rear surface of said vertical planar board.

Claim 8(currently amended): A foldable stand according to Claim 7 wherein said vertical planar board, said easel panels, said supporting base and said brace member members are made of a cardboard material.

Claim 9(currently amended): A foldable stand according to Claim 8 wherein said supporting base is rectangular in shape and having a generally rectangular top panel hingedly

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connected to a top front edge of said front rectangular panel, said top panel having an extension arm extending rearwardly from a rear edge therein and adapted to engage with a horizontal slot opening formed in said vertical planar board when said top panel is in a horizontal position.

Claim 10(previously presented): A foldable stand according to Claim 9 including an additional elastic cord mounted between said top panel and said vertical planar board and adapted to maintain said top panel normally in said horizontal position.

Claim 11(currently amended): A foldable stand according to Claim 10 wherein said extension arm is disengageable from said horizontal slot in said vertical planar board by pulling said top panel forward and pivoting upward relative to said front edge against elastic tension of said additional elastic cord while said side panels are pushed outwards at said middle vertical middle fold lines for folding said base to a collapsed condition to facilitate folding said stand into the folded condition.

Claim 12(currently amended): A foldable stand according to Claim 11 wherein said top panel is divided into a left top panel and a right top panel with a downwardly extending semi-circular cut out formed at the front edge of said front rectangular panel, said semi-circular cut out extending between said left top panel and said right top panel.

Claim 13(previously presented): A foldable stand according to Claim 12 wherein said right top panel includes a first extension arm formed in a rear edge therein operative for engaging

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with a first horizontal slot opening formed in said vertical planar board when said right top panel is located in a horizontal position, and said left top panel also includes a second extension arm formed in a rear edge therein operative for engaging with a second horizontal slot opening formed in said vertical planar board . when said left top panel is located in a horizontal position.

Claim 14(currently amended): A foldable stand according to Claim 13 including a first elongated elastic cord mounted between said right top panel and said vertical planar board and operative to maintain said right top panel normally in said horizontal position, and a second elongated elastic cord mounted between said left top panel and said vertical planar board and operative to maintain said left top panel normally in said horizontal position, said first extension arm and said second extension arm being disengageable with said first horizontal slot and said second horizontal slot respectively when said right top panel and said left top panel are pivoted upwards while said side panels of said supporting base are pushed outwards in said vertical center middle fold lines line of both said side panels for folding said supporting base and subsequently said vertical planar board to a folded collapsed condition.